

Merit Demand Builds.

*Low tar MERIT attracts increasing
number of former high tar smokers.*

A few years ago most smokers agreed: low tar meant low taste.
Then along came MERIT, packed with "Enriched Flavor" tobacco
and taste-tested by thousands of smokers.

No other new cigarette in the last 20 years has attracted so many
smokers as quickly as MERIT!

The demand continues to build—and among low tar smoking's
toughest-to-please group: high tar smokers. In fact, over 70% of
MERIT smokers are coming directly from high tar brands.

It's clear: MERIT taste is changing attitudes toward low tar
smoking.

MERIT
Kings & 100's



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.8 mg nicotine—100's: 11 mg "tar,"
0.7 mg nicotine av. per cigarette, FTC Report May '78

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